

Rep Order# 6837967 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 10560
Printed: 08/01/2012 8:06 AM
Last Received: 08/01/2012 7:55 AM

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () DSCC IE
Product DSCC IE
Estimate# 1540
Buyer Dan Nagelberg
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1540
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---
SC=*

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate	
1	-----	-----	09/25-10/01	1	\$450.00	:30	9	-----	TU-F, M	1P-2P	9	\$50.00
3	PEOPLE'S COURT	09/25-10/01	1	\$750.00	:30	10	-----	TU-F, M	3P-4P	10	\$75.00	
5	AMERICA'S FUNNIEST HM VIDEO	09/25-10/01	1	\$675.00	:30	9	-----	TU-F, M	4P-5P	9	\$75.00	
7	WENDY WILLIAMS SHOW	09/25-10/01	1	\$120.00	:30	6	-----	TU-F, M	7A-8A	6	\$20.00	
8	SIMPSONS	09/25-10/01	1	\$875.00	:30	5	-----	TU-F, M	10P-1030P	5	\$175.00	
9	NEWS 13 ON FOX 2	09/25-10/01	1	\$2,500.00	:30	5	-----	TU-F, M	9P-930P	5	\$500.00	
11	NEWS 13 ON FOX 2	09/25-10/01	1	\$2,000.00	:30	5	-----	TU-F, M	930P-10P	5	\$400.00	
13	NEWS 13 ON FOX 2-SA	09/29-09/29	1	\$350.00	:30	1	-----	SA	9P-930P	1	\$350.00	
15	NEWS 13 ON FOX 2-SA	09/29-09/29	1	\$350.00	:30	1	-----	SA	930P-10P	1	\$350.00	
17	NEWS 13 ON FOX 2-SU	09/30-09/30	1	\$500.00	:30	1	-----	SU	9P-930P	1	\$500.00	
19	NEWS 13 ON FOX 2-SU	09/30-09/30	1	\$350.00	:30	1	-----	SU	930P-10P	1	\$350.00	
21	HOUSE	09/29-09/29	1	\$150.00	:30	1	-----	SA	6P-7P	1	\$150.00	
24	RAISING HOPE/BEN AND KATE	09/25-09/25	1	\$1,300.00	:30	1	-----	TU	7P-8P	1	\$1,300.00	
27	COPS	09/29-09/29	1	\$400.00	:30	1	-----	SA	7P-8P	1	\$400.00	

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2 of 2

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Advertiser	() DSCC IE	3050 K ST NW	PHILADELPHIA	Sales Office ()							
Product	DSCC IE	WASHINGTON, DC 20007	AMY MCCREARY	Salesperson ()							
Estimate#	1540	Agency C/P1/P2/E 4953/1540	Salesperson Phone# 215-568-6540								
Buyer	Dan Nagelberg	Flight Dates 09/25/2012 - 10/01/2012	Salesperson FAX# 215-568-1845								
Phone#		Hiatus Weeks									
Fax#											
Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
---	---	---	---	---	---	---	---	---	---	---	---
28	COPS		09/29-09/29	1	\$500.00	:30	1	SA	7P-8P	1	\$500.00
29	MLB: WEEKEND		09/29-09/29	1	\$400.00	:30	2	SA	5P-8P	2	\$200.00

--REPORT TOTALS--

Report Totals: 59 / \$11,670.00

--SALES MONTHLY TOTALS--

Sep 12: 49 / \$10,175.00
Sales Totals: 59 / \$11,670.00
Station Totals: 59 / \$11,670.00
Lines not sent/rclrd/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals \$83,357
CABL 0%
KOB 20%

KASA 14%
KROE 26%
KAZX 0%
KWBQ 0%
KIUZ 0%
KCAT 40%

--COMPETITIVE COMMENTS--

EST SHARES

Books NOV12
Demos RA35+

--Agency Comment--
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--CREDIT RISK--
CASH IN ADVANCE

(Sorted by: Line)

Time Period: Tp-8p

Line: 14

\$1,300.00
\$1,300.00
\$1,300.00
\$1,300.00
\$1,300.00

Time Period: Tp-8p

Line: 13

\$150.00
\$150.00
\$150.00
\$150.00
\$150.00

Time Period: 6p-Tp

Line: 12

\$350.00
\$350.00
\$350.00
\$350.00
\$350.00

Time Period: 930p-10p

Line: 11

\$500.00
\$500.00
\$500.00
\$500.00
\$500.00

Time Period: 9p-930p

Line: 10

\$350.00
\$350.00
\$350.00
\$350.00
\$350.00

Time Period: 930p-10p

Line: 9

\$350.00
\$350.00
\$350.00
\$350.00
\$350.00

Time Period: 9p-930p

Line: 8

\$2,000.00
\$2,000.00
\$2,000.00
\$2,000.00
\$2,000.00

Time Period: 930p-10p

Line: 7

\$2,500.00
\$2,500.00
\$2,500.00
\$2,500.00
\$2,500.00

Time Period: 930p-10p

Line: 6

\$875.00
\$875.00
\$875.00
\$875.00
\$875.00

Time Period: 10:00:00p-10:30:00p

Line: 5

Agency: Great American Media

Advertiser: POL/DSCC IE

Station: KSAI

Order	Alt Order #	Estimate #	Date	Length/Priority	Air Time	Product	Ad-ID	Rate
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Spot Manager: All, 09/25/12-10/01/12

[Sorted by: Line]

Order	Alt Order #	Estimate #	Date	Length/Priority	Air Time	Product	Ad-ID	Rate	Station: KASA	Advertiser: POL/DSCC IE	Agency: Great American Media	Line: 14
												Line: 15
												Time Period: Tp-8p
												195660 06837967 1540 09/29/12 :30 P4 DSOC IE \$400.00
												Line: 16
												Time Period: (5:00:00 PM-8:00:00 PM)
												195660 06837967 1540 09/29/12 :30 P5 DSOC IE \$200.00
												\$400.00
												\$500.00
												\$500.00
												\$500.00
												\$500.00
												\$11,670.00
												\$11,670.00
												\$11,670.00
												\$11,670.00
												\$11,670.00
												\$11,670.00

<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	

This broadcast time will be used by: DSCC - 16

Total Charges:					
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
				AS	6RDERED

DSCC - 16

I, DAU AGREEREG, do hereby request station time concerning the following issue:

Station and Location:	Date:
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NON-CANDIDATE/ISSUE ADVERTISEMENTS AGREEMENT FORM FOR

Signature	Printed Name	Title
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Accepted Accepted in Part Rejected

TO BE SIGNED BY STATION REPRESENTATIVE

Signature	Printed Name	Contact Phone Number
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202-538-8700

TO BE SIGNED BY ISSUE ADVERTISER

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast of the above-requested advertisement(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least before the time of the scheduled broadcasts.

OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.
THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately): **MADIA MCKEEWA**, Director of **430 S CAPITOL ST SE**, **WASHTON DC 20003**

a corporation; a committee; an association; or other unincorporated group.

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

DSCC - 16

I represent that the payment for the above described broadcast time has been furnished by:

For programming that "communicates a message relating to any political matter of national importance," attach Agreement Upon Schedule (Page 3)

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

dollar amount for each rebate), if any.

(3) the amount of rebates given (identify exactly date, time, class of broadcast and

(2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and

(1) actual air time and charges for each spot;

Attach invoices or Schedule Run Summary to this form showing:

AFTER AIRING OF BROADCASTS:

Broadcast Length	Time of Day, Rotation or Package	Days Class	Times per Week	Number of Weeks	Total Charges:
	10:00-11:00	M-F	1	1	100

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

AGREED UPON SCHEDULE